TECHNOLOGY DEPT.

First Copy

PUBLIC LIBRARY
AUG 4 1927
DETROIT

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vo. 5. No. ~~491~~ 492 | Copyright, 1927, by Automotive Daily News Publishing Corporation | NEW YORK, FRIDAY, JULY 29, 1927 | Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879. | 10 Cents. $12 per year

MAY ANNOUNCE NEW FORD SOONER THAN EXPECTED

Dealers Told to Have Service Men Ready To Report

Special from A. D. N. Detroit Bureau

DETROIT, July 28.—A rumor is current here that the announcement of the new Ford car will be advanced from the date set in earlier plans.

Ford dealers report instructions received from the factory, countermanding the earlier order directing them to have service men report at the plant August 18 for a two-weeks course in design and repair of the new car.

The present order instructs dealers to have service men in immediate readiness to report at the plant. General expectation is that the car may be announced as early as August 15.

It is reported that a number of service men had already been called in, but no mention was made of the new Ford. The men were called in to discuss a restocking of repair rooms with tools. They were told that repair work on the new model would require an outlay of only $30 for each garage for repair facilities.

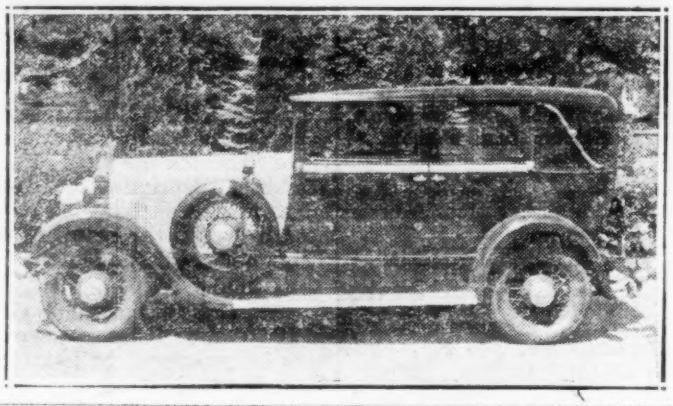
(Continued on Page 2)

Wisconsin Bus Bill Meets Disapproval

Madison, Wis., July 28.—Considerable surprise and resentment are being shown by certain Wisconsin legislators toward Gov. Fred R. Zimmerman because of the signing of Assemblyman Math Koenig's "bus bill," which places the regulation of the buses in the hands of the railroad commission.

The substitute amendment to the bill, which was the one accepted by the Legislature, was drawn up by Assemblyman Gardner R. Withrow, La Crosse. The chief complaint against the bill is that it gives the present bus line operators a monopoly on the highways. Senator Walter S. Goodland, Racine, led a fight recently against the bill because of this fact.

"TRAVEL AIR ELCAR," the new light eight-in-line just announced, has a wheelbase of 123 inches and a 75 b. h. p. engine. This Princess model sedan, built on a shockless chassis, is finished at buyer's option in maroon, special green or chocolate brown.



Elcar Brings Out New Eight-in-Line Series; To Be Named Travel Air

ELKHART, IND., July 28.—A new series of light eight-in-line cars has just been announced by the Elcar Motor Company, which has been named the Travel Air Elcar, after the plane which recently flew to Hawaii. The first body type is now ready, being a Princess model sedan designed along custom lines.

Extra wide front doors, wire wheels, completeness of equipment and elaborate appointments distinguish this body style which is offered in three color combinations. It is built on a 123-inch wheelbase, powered with a 75-b. h. p. engine, which is larger than any heretofore used in an Elcar light eight. This Elcar Shockless Chassis is equipped with Belflex shackles and Lovejoy shock absorbers all around.

The engine is a compensated Lycoming detachable L-head eight, 2⅞x4¾ with 247 cubic inches displacement and rated 26.45 h. p. four-point suspended and built in unit with clutch and transmission. Forced lubrication of crankshaft, camshaft and connecting rod bearings is afforded by a gear pump, the system including filter and strainer.

(Continued on Page 4)

MICHIGAN RACE SUNDAY

Detroit, July 28.—Under sanction of the American Automobile Association, a 150-mile race will be held over the mile track at the Michigan state fair grounds Sunday, July 31.

EQUIPMENT MEN OPTIMISTIC ON FALL BUSINESS OUTLOOK; PUSH SALES IN EXPORT FIELD

CHICAGO, July 28.—Officials of the Automotive Equipment Association, reporting to the headquarters at Chicago from various sections of the country, maintain an optimistic view over prospects for fall business.

Conservatism is the keynote, however, with the trend somewhat in the direction of caution. There is a tendency just at present to book orders only for immediate requirements.

Much attention is being given to exports. Special sales efforts are being developed by American manufacturers in continental Europe. Canada offers a favorable field, with market conditions constantly growing stronger, it is also reported.

"With the constantly increasing number of American cars running in overseas countries," reports F. J. Werner of New York, "a constantly increasing demand can be expected for American replacement parts and accessories.

"Of course this expanding market will not be overlooked by overseas manufacturers. They will find it profitable to imitate American accessories and equipment, especially those which lack adequate patent protection. Wideawake American manufacturers, therefore, especially manufacturers of standard products, will intensify their sales efforts in this field, first by establishing at the earliest practicable time direct sales and distributing branches or connections in strategic centers to supply the principal markets promptly, and in this way offset to considerable extent the disadvantage resulting from long-distance sales methods and deliveries; second, by protecting their patents and trade marks."

(Continued on Page 4)

A. E. A. SHOW DATES FOR 1927 UNCHANGED; TO BE HELD NOV. 7-12

Chicago, July 28.—In order to correct an apparently erroneous impression, Commissioner William M. Webster announces that there will be no change in the original dates scheduled for the annual convention and exposition of the Automotive Equipment Association to be held in this city this year on November 7 to 12. The 1928 show and convention, however, will be held here October 22 to 27, it was decided at the recent Portland A. E. A. convention.

SEE LICENSE LOSS

Chicago, July 28. — The veto by Gov. Small of a proposed appropriation for automobile license investigators will result in a loss of $500,000 in the collection of licenses, it is claimed by Secretary of State L. L. Emmerson.

NEW PACKARDS ON VIEW AT SALESROOMS OF DEALERS

NEW YORK, July 28.—Packard dealers are now displaying the new Packard lines, which comprise two six-cylinder chassis powered with the same engine, one a 126-inch wheelbase car and the other 133 inches.

The eight-cylinder chassis has a wheelbase of 143 inches. Prices are to remain unchanged, ranging from $2,250 for the 126-inch wheelbase six-cylinder line, to $5,100 for the sedan limousine in the eight-cylinder line.

Probably the first feature that will strike observers on seeing the new Packards is the lower appearance, which has been obtained by the use of twenty-inch wheels instead of the twenty-three-inch ones formerly employed. While the car rides lower, headroom has actually been increased by lowering the frame. A generous choice of color schemes is apparent in these new Packards.

Numerous refinements and improvements in the engines are noted. The valve system has been developed with a lessened vibration factor and smoother engine operation. It is interesting to see the influence of airplane engine design in this revised power plant. For instance, crankshaft pins are now bored out and fitted with light steel shafts to lessen the weight of the crankshaft. The piston has been lengthened, adding to the compression. Ventila-

(Continued on Page 4)

LA SALLE'S INQUIRIES

Detroit, July 28.—Inquiries for La Salle roadsters and phaetons with high-compression heads and high gear ratios have sprung up as an immediate result of the recent test at the General Motors proving ground in which a stripped roadster similarly equipped made a 951-mile run at a speed of 95.2 miles per hour, the Cadillac Motor Car Company states.

RUBBER IMPORTS

Washington, July 28.—American rubber importers received a total of 73,974,566 pounds, or 33,024 long tons of crude rubber, valued at $27,833,770, during the month of June, the Department of Commerce announced today.

G. M. Canada Body Plant to Be Enlarged

Toronto, July 28 (U. T. P. S.).—It is announced that the General Motors of Canada plant at Oshawa, near here, will, by adding new buildings and additions, increase the capacity of the body building, mill and central plant by 30 per cent. Another floor will be added to the Master Six Building. The additional buildings are expected to be ready in two months. The construction contracts have just been awarded.

Wall Street, Studying Recent Stock Movements, Sees General Motors More Closely Linked to U. S. Steel

NEW YORK, July 28.—Reports of an approaching link between the General Motors Corporation and the United States Steel Corporation cause speculation upon the possibility that the supposedly ompending battle between General Motors and Henry Ford for supremacy in the automotive field might be extended into a gigantic competition for American industrial domination, says a United Press dispatch.

While Wall Street studied the motors and steel earnings reports made public Tuesday, reports that Pierre S. du Pont, chairman of General Motors and an important figure in the du Pont explosive companies, would become a director of the Steel Corporation and might even succeed Judge Elbert H. Gary as chairman, gained wide circulation.

Similar reports have been heard for more than a year. It was understood that overtures for placing a motors executive on the Steel board came from the Steel company because of the remarkable record of the present management of General Motors.

The Motors executives, however, were understood to have refused to consider the plan unless methods of conducting affairs of the Steel

(Continued on Page 4)

Edison Assured Co-Operation of Government in Development of Rubber to Grow in United States

By FRANCIS P. DAILY

WASHINGTON, July 28.—The combined resources of the government will be placed at the disposal of Thomas A. Edison in his experimental work looking toward the development of rubber that can be produced on American soil.

E. G. Holt, chief of the rubber division of the Department of Commerce, and Dr. William A. Taylor of the Bureau of Plant Industry of the Department of Agriculture, today told Auotomotive Daily News that they intend to furnish Edison wih all available data to be gathered by the government's agents.

The visit of Edison to Washington, accompanied by experts from his East Orange, N. J., laboratories, has greatly stimulated interest in the two government departments in development of American rubber growing.

Mr. Edison told Mr. Holt and Dr. Taylor that he believes the United States eventually can raise enough rubber to make it entirely independent of any foreign monopoly.

The 80 year old genuis voiced the opinion that while "rubber is the product of the tropics, and we should buy from those regions, experiments now being conducted in the South by Henry Ford, Harvey Firestone and himself demonstrate that this nation can be independent

(Continued on Page 4)

Tabloid Tales Of the Industry

IN this department will be printed daily brief "biographies" of various companies in the industry. These stories will be a matter of interesting record, showing the development of the automotive industry, and we shall be glad to receive information for further biographies from automotive companies in any branch of the business.

MARTIN-PARRY CORPORATION

York, Pa.

President—F. M. Small.

Vice President and General Manager—J. A. Callahan.

Vice-President and General Sales Manager—R. P. Henderson.

Vice-President—C. L. Barnes.

Treasurer—I. D. Dawes.

Martin-Parry Corporation, one of the largest body builders in the country, with executive offices at York, Pa., had as its forerunners the Martin Carriage Works, York, Pa., founded about 1890, and the Parry Manufacturing Company of Indianapolis, Ind., founded in 1882.

Its present chief executive, Fred M. Small, and his associates acquired the Martin Carriage Works in 1916, when body building was in its infancy.

Mr. Small saw the necessity for building, distributing, selling and serving commercial bodies, nationally. This idea was back of the purchase of the Parry Manufacturing Company at Indianapolis, Ind., in 1919. After the consolidation and with three large factories at full capacity, branches were strategically located over the entire United States—now forty-six in number.

In addition, there are nine distributing body specialists and three export corporations handling Martin-Parry bodies.

The Oakes Company of Indianapolis, Ind., was purchased in 1924 to furnish all metal parts entering into Martin-Parry bodies.

This rounded out Martin-Parry as a self-contained organization, fabricating all of its parts from raw materials to finished products. Standardized bodies shipped in nested carloads and assembled at each or any of Martin-Parry's numerous branches have developed an idea of President Small's into a economic fact. On account of the widely appreciated interchangeability of parts of all Martin-Parry bodies, it is possible and practical daily to equip a badly damaged body for road service as good as new in a few hours' time in most every locality in the country.

Capitalization, no par value; share outstanding, 125,000.

MOTOMETER IN STRONG POSITION, SAYS HENNECKE

New York, July 28.—E. V. Hennecke, vice-president of the Moto Meter Company, states: "Our earnings for the six months to June 30 more than covered the dividend requirements on the A stock for the period, excluding the profits of subsidiary, National Gauge Company. Business has been at a somewhat lower rate than last year, but with increased activity at the motor plants the outlook for the last six months is promising.

"We are employing our full complement of 600 men at the Long Island plant and contrary to reports have no intention of laying off any men. At the National Gauge plant we are employing 1,800 men and expanding our facilities with the construction of two new buildings to take care of the larger business which this division is enjoying.

"Moto Meter Company is in strong financial position."

New Ford May Be Announced Aug. 15

(Continued from Page 1)

Ford dealers have been ordered to discontinue taking subscriptions for The Dearborn Independent.

When Henry Ford recently apologized for attacks on Jews, published in his weekly, he not only promised that there would be no recurrence of such attacks but announced he would make sure of it by converting The Dearborn Independent into a house organ.

Whether the publication will become strictly a house organ no one at Dearborn would say today, although its withdrawal from the agencies would seem to indicate that the weekly will confine its text in the future to news within the motor organization.

BUSY ON FORD ORDERS

Madison, Wis., July 28.—The Gisholt Machine Company is working overtime to produce a quantity of balancing machines to be used by the Ford Motor Company in its Detroit factories in the manufacture of the new model Ford automobiles. The machine being made will be used for balancing crankshafts in automobiles.

CITIES SERVICE BUYS LOCKWOOD OIL STOCK

Kenosha, Wis., July 28. — The Cities Service Company has purchased the entire stock and properties of the Lockwood Oil Company of Racine, Kenosha and Winthrop Harbor, and will retain the present personnel, it was announced. The Lockwood Company was the largest independent gas and oil distributor in this section of Wisconsin.

AUTOMOTIVE WAGES

Washington, July 28.—A survey covering 144,362 wage earners in the automotive industry of the country shows that the average full-time weekly earnings were $36.37 per worker in 1925, or an increase of $3.42 over 1922, the United States Bureau of Labor Statistics announced today.

SPARKS *from* DETROIT

Can't Beat the Dutch
* * *
Parade of the Veterans
* * *
Meeting A. D. N. in Finland
* * *
Early Traffic Signals

Walter Boynton—Detroit Editor

A DISPATCH from the Black Hills says that the President's vacation has made him "as hard as nails." This is interpreted to signify that the life in the open has brought his body and members up to a parity with his head, in the matter of durability.

* * *

Scientists on Dutch East Indies rubber plantations are reported as having developed a system of bud-grafting, through which the yield of the rubber plant can be increased four-fold. Optimists are warned against delaying the purchase of needed tires because of a possible prospect of lowered prices as the result of this advance in rubber growing. "You can't beat the Dutch."

* * *

Edsel Ford has made a contribution of $5,000 to a fund of $25,000 for the purpose of getting the James Gordon Bennett international balloon race to start from Detroit next September. Mr. Ford's contribution to the advantage of so serious a competitor as the balloon must be considered as nothing short of sporting.

* * *

Detroit's parade of ancient and honorable automobiles will be held Saturday, July 30. The original date set was July 23, but some of the old-timers needed quite a little grooming to insure their actually moving; hence the additional week.

A silver loving cup, donated by the Detroit Automobile Club, is one prize that the veterans will compete for; this is offered for the oldest car capable of marching in the parade on its own power. The Detroit Automobile Dealers' Association offers another cup, for the oldest car appearing in the parade; it must be able to navigate, either on a tow-rope or on its own power. The Kunsky theaters offer a third cup, for the funniest old car entered in the parade.

* * *

A POSTCARD from Alfred Reeves, written at Helsingfors, Finland, says that he found a copy of Automotive Daily News in the Packard and Paige dealer's office at that far-flung outpost of the industry. He adds that there are 22,000 cars in the country, of which 90 per cent. are American.

* * *

Final insurance settlement for the damage incurred at the plant of the Briggs Manufacturing Company April 23 last has been made. The settlement involved payment, by the company carrying the blanket insurance, of $2,265,870. This did not include compensation insurance on the lives of more than twenty persons killed in the disaster. Only two other fires in Detroit have resulted in damage anywhere near this amount. They were both in automotive plants, too—one the Saxon Motor Company fire in 1917 and the other the Wadsworth Manufacturing Company fire two years later. In both these cases, the insurance loss ran to about a million.

* * *

Frederick H. Elliott, director of public safety for the New York Automobile Club, was a recent caller at the Detroit office. He had not seen Detroit in several years, and reported noticing a number of changes in our city. When he was here in 1914, when Honest John Gillespie was police commissioner, Mr. Elliott saw some traffic signals that had just been installed for try-out in undertaking to manage vehicular movement. He acquired similar signals and took them back to New York with him. They were the first traffic signals to be used in the metropolis—and they came from Detroit.

* * *

PLANS are being laid to enable every school child in the state to hear Col. Lindbergh via radio, when the sea-conquering hero comes to the place of his birth, August 11. The program for Lindbergh Day will include ceremonies at his arrival at the Ford Airport, with Capt. E. V. Rickenbacker in charge and the same master of ceremonies at the Lindbergh birthplace, Forest and Hamilton Avenues. Edward J. Fitzgerald will have charge of the banquet to be tendered the flyer at the Book-Cadillac, and Carl B. Parsons will be in charge of the ceremonies at Northwestern Field.

(Continued on Page 4)

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS
DL Day Letter
NLT Night Message
NL Night Letter
LCO Deferred
Cable Letter
WLT Week End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at Commercial Nat'l Bank Bldg., 14th & G Sts., N. W. Washington, D. C. ALWAYS OPEN 1927 JUL 17 AM 1 14

ZA2' 107 NL' 1/58

GM DETROIT MICH' 16

MERLE THORPE

EDITOR AND PUBLISHER NATIONS. BUSINESS WASHINGTON DC

HUDSON ESSEX MOTOR CAR COMPANY WILL USE TWO PAGES IN THE AUGUST ISSUE OF NATIONS BUSINESS TO BE FOLLOWED BY PAGES ADVERTISING TO THE QUARTER MILLION BUSINESS MEN WHO READ NATIONS BUSINESS A QUOTE FLEET POLICY UNQUOTE AND A FLEET SALES SERVICE COMPARABLE TO THE CAR ITSELF AND DESIGNED TO GIVE ADDED VALUE TO ESSEX AS A BUSINESS CAR STOP THIS DEVELOPMENT IS THE RESULT OF MONTHS OF RESEARCH AND INVESTIGATION COVERING LARGE AND SMALL FLEET AND BUSINESS CAR OPERATION IN EVERY PART OF THE COUNTRY BUSINESS USERS MAY SECURE COMPLETE INFORMATION AND ADVICE OF A SALES ENGINEER BY WRITING OR WIRING THE HUDSON ESSEX COMPANY DETROIT

ROY WALKER.

Sales and Developments On Chicago's Motor Row

By WALTER BERMINGHAM

CHICAGO, July 28.—Introduction of new models has greatly stimulated the buying market in the Chicago district. The month opened rather slowly with a fair business in used cars due to the holiday period, but a decided slump followed the Fourth until about midmonth, when prospects began placing orders for the new models.

Nash was the exception of the month, as a continuously good flow of business followed the announcement of the new series late in June. Dodge Brothers also profited in an increased sale of the new Sixes. New Hudson and Essex models are setting a hot pace. Buick's debut was marked by an avalanche of orders. Many contracts had been signed for the new Buick before it was revealed to the public.

Chevrolet, Whippet and Chrysler in the low-price field report an active trade despite the interest manifested in the pending introduction of the new Ford. Dealers in the latter have been deluged with inquiries regarding the new product, indicating that prospects are good for a revival of the line.

Charles F. Yonkers, manager of the Chicago branch of the Buick Company, spared no expense in coaching his dealer organization in the merits of the new line. He hired the north hall of the Coliseum for a week and had all of the types on display. He also conducted daily meetings covering every department. Each was treated separately and was led by branch and factory men. The dealers are most enthusiastic over the new series.

BACK CONVENTION HALL

The Chicago Automobile Trade Association is co-operating with other civic bodies in the plans for the new Convention Hall for Chicago, $15,000,000 in bonds for the construction of which were authorized by the Legislature and approved by the voters of Chicago and county at the June election. The C. A. T. A. has gone on record as recommending the site on the lake front south of Soldiers' Field Stadium. The territory surrounding this suggested location will provide ample parking facilities for more than 10,000 cars without interference with the natural flow of traffic over the business streets of the city.

ERECTING BUILDING

Hill Motor Sales of Oak Park, Packard dealers, are erecting a new building immediately adjacent to their present location at 644 West Madison St. It will be of two stories, 75x123 feet, and will cost $150,000. With the present quarters the total investment of the company will be over a quarter of a million dollars in plant, fixtures and equipment. The new building will be given over mostly to service.

HEAD MOVEMENT

Elmer Rich, president of the Simoniz Company, and Charles W. Stiger, head of the Stromberg Motor Devices Company, are leading a movement to reclaim a large section of Chicago's "black belt," with the aim of bettering conditions and halting the downward trend of real estate prices in the neighborhood. The Metropolitan Housing Association, which is formed for the purpose, is headed by Mr. Rich.

APPOINTS DEALERS

The dealer organization of the Gardner branch in this city has been materially increased since the first of the year, resulting in an increased sale of the line in Cook county. There are thirty-one Gardner dealers in the county and thirteen in outside territory controlled by the Chicago branch. Recent additions in Cook county are the Crawford Service Station, 4118 North Crawford Ave.; Milda Garage, 3121 South Halsted St.; Walther Motor Sales, 1951 East 73d St., and Wolman Motor Sales, 2241 South Michigan Ave.

PLANS AURORA SHOW

D. E. Northan, well known in automobile circles, has taken over the management of the automobile show, which is one of the big features in connection with the Central States Exposition to be held at Aurora next month. Mr. Northam reports that spaces are available for eighteen booths, most of which have been allotted. The show was formerly staged by the late L. L. Fest, for many years superintendent of the national automobile show in Chicago. Mr. Northam was in charge of the Aurora exposition last year and made such a success of the enterprise the management has signed him up for a period of years.

FIRM CONSOLIDATES

Announcement is made by the Anderson-Clauson Motor Company, Willys-Knight and Overland dealer, that it has consolidated its north and west branches and will operate in its new and enlarged mid-city home at 3040 Lawrence Ave.

OPENS NEW STATION

Community Motors, Inc., Oakland-Pontiac distributor, observed the opening of its new service station at 33d Street and Prairie Avenue with a special celebration this week. Owners and friends joined in the festivities which were inaugurated with a picnic on Sunday, July 17.

BROTHERS BUY FIRM

Lavery Brothers have purchased the holdings of the Gerwig-Hendrick Motor Sales Company at 6127 Cottage Grove Ave. and will continue to handle the Reo line at that address.

CONTINUES CHRYSLERS

Marquette Motor Sales, Inc., has not given up the Chrysler line. It was reported that the company had acquired an Auburn franchise. The company has handled the Chrysler for the last two years and officials say they will continue to do so.

PIERCE-ARROW DEMAND

O. E. McCarthy, manager of the Chicago Pierce-Arrow branch, reports all records in this vicinity have been surpassed in the demand for new offerings by his company with the introduction of the latest Pierce-Arrow types. Under Mr. McCarthy business has been increased materially in the Chicago district.

GOLF ASSOCIATION GROWS

Officials of the Chicago Automobile Trade Golf Association report a large increase in membership during the current year. More than 150 dealers and sales executives in the Chicago district are now on the lists of the organization. Monthly tournaments are conducted. The championship event will be played in October.

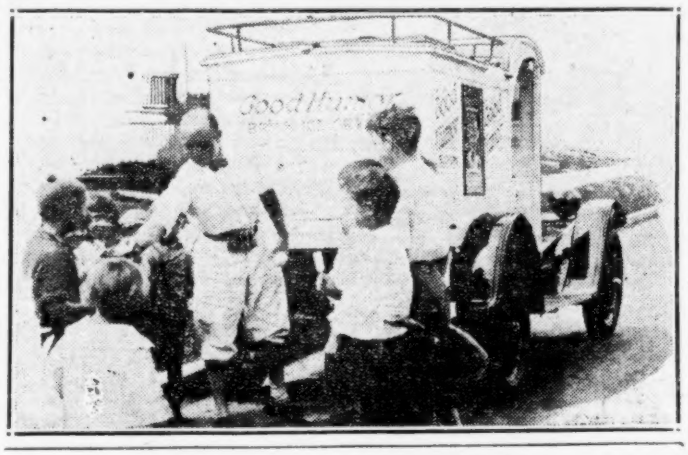
Franklin Runs 1,000 Miles in Low Gear in About 80 Hours

Houston, Tex., July 28.—Running in low gear and without stopping for 80 hours and 15 minutes, a 9-8 Franklin sedan driven by its owner, William Feigel, covered 1,000 miles over the speedway here from Thursday morning, July 14, to Sunday afternoon, July 18, breaking all known records for continuous low-gear operation. Time and running conditions were checked by a representative of the A. A. A.

CHEVROLET ASSN. OUTING

Cincinnati, July 28.—Members of the Cincinnati Chevrolet Dealers' Association and their employees celebrated last week at a picnic at Tom Cody's farm at Erlanger, Ky. The day was given over to golf, baseball, fishing and just plain picnicking. About 200 persons enjoyed the day, which was featured by a burgoo feast.

DIRECT TO CONSUMERS—Ice-cream bricks are popular on a hot day with this group of youngsters. Refrigerator automobiles, capable of maintaining a constant temperature of near freezing, are being increasingly used. Twenty Chevrolet chassis were recently purchased by the Detroit branch of a national firm, whose business is the sale of ice cream in and around the city. One of these is shown below.



OLDS DISTRIBUTOR APPOINTED IN MAINE

Bangor, Me., July 28.—The Northern Oldsmobile Company, a newly organized business firm here, composed of well-known business men of Maine, has been appointed Oldsmobile distributor for the entire state of Maine.

The new company will have headquarters at 186 Exchange St., where a complete stock of Oldsmobiles and parts will be maintained. In addition, a wholesale office for western Maine will be maintained in Portland in conjunction with the offices of D. E. McCann's Sons, Oldsmobile dealer in that city. The Northern Oldsmobile Company has had the Oldsmobile dealer franchise in Bangor and Houlton for the past eight months. The firm is composed of A. J. Saunders and H. W. Grinnell, business men of Aroostook county; Fred Shean, who will be the active manager of the company; G. C. Bradbury and the D. E. McCann's Sons of Portland.

ITALY DOUBLES CARS

Rome, July 28.—Automobiles in Italy have increased from 37,164 to 75,842 in the last three years.

DETROIT PACKARD BRANCH NAMES 2 NEW DEALERS

Special from A. D. N. Detroit Bureau

Detroit, July 28.—Two new dealers have been added by the Detroit branch of Packard Motor Car Company. These are the Pfent-Mayday Company, located on Gratiot Avenue, and M. Chandler Hart, in Highland Park.

The Pfent-Mayday organization is made up of E. S. Pfent and George Mayday. Mr. Pfent was formerly with the Pfent-Decker Company and Mr. Mayday is an old-timer both in selling and in building and driving racing cars. Back in 1913 and 1914, he was building racers for Leon Duray and Louis Chevrolet in a machine shop at Canfield and Mitchell, here. George Washburn, formerly with the Packard Detroit branch, will be service manager for the new dealer firm. Mr. Hart is well known, also. Donald McVey will be associated with him, as sales manager.

MADE SALES MANAGER

Memphis, Tenn., July 28.—H. L. Kurfees has been made retail sales manager of the Automobile Sales Company, Monroe Avenue.

Federal Truck Co. Plans to Advertise On Extensive Scale

DETROIT, July 28.—One of the largest and most comprehensive advertising programs ever undertaken by any truck manufacturer has just been announced by the Federal Motor Truck Company. Regarding this increased advertising activity, John M. Howard, advertising manager for Federal, says:—

"We are expanding all our merchandising efforts to pave the way for a very considerable expansion in Federal business, both wholesale and retail. The generous use of newspapers and other local advertising mediums will present a definite example of our intention to help our various sales organizations increase their sales and get their share of the truck business that should be attracted by the present splendid line of Federals. In addition to trade paper space we are also using general national and vocational magazines, newspapers, outdoor posters and direct mail."

The Automotive Daily News will be one of the publications used to present the Federal selling proposition to dealers and those interested in entering the truck field. These will be used in connection with direct mail, to add distributors in every territory that is not now adequately served.

"With our new line of fours and sixes (the most complete in Federal's seventeen years as a builder of trucks exclusively), it is our conviction that all forms of advertising are indispensable to our future plans," says Mr. Howard.

"The new Federals are the lowest priced sixes this company has ever ofered. They open up a much wider field than ever before, and it has been necessary to increase our advertising appropriation accordingly. We also have a comprehensive program of educational work, including sales manuals on new and used trucks, a course in truck salesmanship, sales contests and other material of this nature."

for Economical Transportation

CHEVROLET

Chevrolet production for July showed an increase of 73.65 per cent. over July of last year—bringing the total for the first seven months of 1927 to within a few thousand of the entire 1926 production!

CHEVROLET MOTOR CO., DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

DEALERS SHOWING NEW PACKARD LINE

(Continued from Page 1)

tion of the gear compartment has been adopted.

An ingenious feature of the oil filter, used on all chassis, is a flood valve which floods the cylinder walls when the choke is pulled out all the way, but closes when the choke is partially closed or fully so.

Rear axle ratio on the 126-inch wheelbase chassis has been changed from 4 2-3 to 1 to 4 1-3 to 1.

Instrument boards of these new models are handsomely covered in leather, with two lights to give illumination to board and floor. Spark control and choke are mounted just above the instrument board in the center of the car. Headlight switch and throttle are mounted on top of the steering column.

Complete technical description of these new models will appear in a later issue of The Automotive Daily News. Great public interest is being manifested in these new Packard models in the various sections of the country.

Edison to Get Aid In Rubber Growing

(Continued from Page 1)

as to this great essential commodity in times of national and international stress."

The Department of Agriculture conducts rubber experimentation plantations in Southern Florida, Southern Arizona, Southern California, Haiti and the Canal Zone Edison and his colleagues, Firestone and Ford, have been carrying on similar work on a small scale in Florida.

New York, July 28.—The Hall Manufacturing Company, maker of machine tools for servicing automobiles, distributed a cash dividend of 15 per cent. to its stockholders as of July 15.

Improvements

RENOVATING BUILDING

Duluth, Minn., July 28. — F. H. Lange Motors, Reo dealer, is having additions made to its building. When completed, the display floor will have an area of 6,000 square feet, giving ample space for the showing of fifteen or more cars. The offices, formerly toward the center of the building, will be installed on a mezzanine floor at the rear of the building, thus taking advantage of outdoor light. Below the offices twelve large bins will display $25,000 worth of spare parts.

IN NEW QUARTERS

Chicago, July 28.—Community Motors, Inc., distributor of Oakland and Pontiacs, has moved its sales and service store on the row from 2420 to 2323 South Michigan Ave., formerly occupied by the Chicago Peerless branch.

TO HAVE NEW HOME

Bellflower, Cal., July 28.—Construction will start immediately on a new building to house the Mack Chevrolet Company. The structure, which will cost about $10,000, will be erected at the corner of Somerset and Flower Streets.

Elcar Brings Out New 'Travel Air'

(Continued from Page 1)

Complete Swan carburetion system is used in conjunction with vacuum tank, and electric equipment is of the Delco-Remy three-unit type.

A long single dry plate and Warner standard transmission is used, propeller shaft has oil-tight joints, the rear axle is semi-floating and front axle a reversed Elliott type. The frame has six-inch side members, springs are semi-elliptic and the steering gear is a Ross cam and lever design.

Further specifications and detailed description of the new car's equipment will appear in the next issue of Automotive Daily News.

EQUIPMENT MEN SEE GOOD OUTLOOK

(Continued from Page 1)

"Business is good and a little better than last year," states George G. Kaestner from Montreal. "Some of the equipment jobbers are away ahead of last year, while the others are showing a comfortable increase."

"Conditions are much better during the last thirty days, although credits continue very slow," reports Ira Bernstein of Atlanta regarding business in the South Atlantic area. "The jobbers are co-operating with their dealers in every way possible to help them over this crisis.

"I found both jobber and dealer optimistic relative to business opening up within the next sixty days, after the new models of cars are received. This, in my opinion, is the main reason why dealers are buying sparingly."

"Business is just about fair in Ohio, Kentucky and West Virginia," according to W. E. Washburn, Jr., of Cleveland. "The reason, in my judgment, is that credits have not been very good. This no doubt is brought about by the falling off in new car sales. The replacement parts men, on the other hand, report very good business, and the general repair garages say things are holding up fine."

An attitude of waiting on the part of the jobbers and a general tendency toward conservative buying characterizes the conditions from Chicago westward in the areas unaffected by the Mississippi Valley flood. They are waiting until the crop prospects are more definitely established and the effect of new car models can be gauged.

"There is a definite desire observable everywhere to know more about the fall market and what preparations should be made for it," in the opinion of Bert G. Cochrane of this city, "but one would have to base his predictions of the fall market rather on impressions than on facts. Consequently, the jobbers are inclined to a waiting attitude and buying chiefly for current needs as they develop. Undoubtedly the uncertainty about new car models, especially Ford, is a considerable factor. On the other hand, the credit situation shows only minor improvement and the average is still slow, which is an economic fact of serious weight, tending to induce caution and conservatism."

E. O. Johnstone of San Francisco states that the strides made by the automotive industry in the last twelve years make it difficult to keep a sense of proportion and know whether business is really good or relatively good, or slow by comparison, or what, the pace has been so swift.

"Certainly the market for automotive equipment is there, if government figures mean anything, for according to the July figures of the Department of Commerce, there is today one car for every five citizens in the United States," states Mr. Johnstone, "which seems to offer plenty of room for greater market development."

SPARKS

(Continued from Page 2)

The State Administrative Board has definitely fixed the width of Woodward Avenue through Birmingham at 100 feet, and this long controversy is apparently settled. The board has also gone on record as favoring the purchase of a 200-foot right of way from the Grand Trunk as soon as the contract pending between the state and the railroad shall have been signed and the tracks removed.

* * *

The largest group of General Motors executives ever assembled in Flint was present when the General Motors Institute of Technology was formally opened. Those present included Alfred P. Sloan, Jr., Donaldson Brown, Charles Fisher, Fred J. Fisher, John L. Pratt, John J. Rashkob, C. F. Kettering, L. R. Beardslee, Pierre S. du Pont, Lawrence P. Fisher and A. R. Glancy.

E. T. Strong, president of Buick Motor Company, heads the board of regents, now in control of the institute; serving with him are Charles F. Barth, Chevrolet, vice-president; Clyde Waite, secretary-treasurer; J. H. French, C. J. Kaiser, J. B. Jackson, and N. F. Dougherty. Carl Hatfield and Norbert H. Fell are assistant secretaries of the board.

GOODYEAR ISSUE SOLD

New York, July 28.—The offering of £800,000 debenture stock of the Goodyear Tire and Rubber Company, Ltd., by Baring Bros. & Co., Ltd., in the London market has been sold. Proceeds of the issue will be used to finance the opening of Goodyear's new manufacturing plant in England.

Wall Street Sees G. M.-U. S. Steel In Closer Bond

(Continued from Page 1)

corporation were changed to accord more nearly with the methods which have proved so successful in the automotive field. Du Pont interests have purchased 114,000 shares of Steel stock in recent months.

The General Motors-Ford battle for motor domination already has passed the preliminary stage, and at the moment Motors undoubtedly has gained a slight advantage. Its earnings statement for the first six months of 1927, showing a net profit of $129,250,207—the largest six months profit ever made by a corporation except for the abnormal war-time earnings of U. S. Steel—is sufficient proof of the course of the battle to date.

But increasing evidence comes from Detroit that Ford has fully awakened to the threatened loss of the motor dominance he has held so long.

For months rumors of the new model have been permitted to leak from the Dearborn factory, but not an authoritative word of its design or the changes it involves has yet been published. So powerful is the Ford influence still that motor sales in many places were reported to have dropped considerably in recent weeks because of anxiety over the possible effect of the new Ford model on demands for other cars, says the United Press story.

MULLINS BODY ASSETS

New York, July 28.—The statement of the Mullins Body Corporation as of June 30, 1927, shows total assets of $4,460,340, comparing with $4,660,796 at the end of June, 1926, and profit and loss surplus $2,730,802, against $2,483,115.

WISCONSIN AXLES

GREATER profits through lower operating and maintenance costs. For all speeds and for all loads, a Wisconsin Axle is available to effect these economies. Write for our replacement data.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating *Semi-Floating*

WISCONSIN PARTS CO. Oshkosh, Wis.

SCHUBERT BALL BEARINGS

A high quality, deep groove bearing for applications requiring close dimensional tolerances or silent operation.

McGILL METAL CO.

VALPARAISO INDIANA

JUNE, 1927, NEW COMMERCIAL CAR REGISTRATIONS

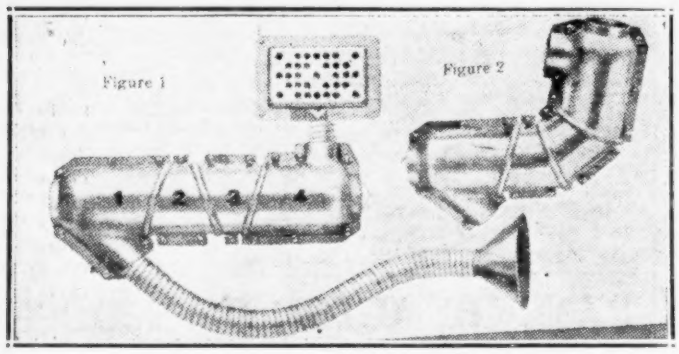
Readers should note that registration figures covering new trucks will differ somewhat from retail sales reports of individual companies. Figures from R. L. Polk & Co. of Detroit, with the exception of Illinois, which is supplied by the Robinson Service.

States	Acme	Autocar	Brockway	Chevrolet	Diamond-T	Federal	Ford	Garford	Graham	G. M. C.	Indiana	International	Mack	Pontiac	Reo	Republic	Ruggles	Selden	Sterling	Stewart	White	Yellow	Miscellaneous	Totals	States
Arkansas				66		1	168	1	19			7	2		1						6		3	274	Arkansas
Conn.	1	15	5	151		16	178		129	20	1	22	24	22	30	1		2	1	6	18	2	30	674	Connecticut
Delaware		1	1	33			44		8	5		9	1	1	4	1					4		2	114	Delaware
Florida				61			114		11			10	3		3						3	1	1	207	Florida
Georgia				98		4	166		18	3	5	3	3	2							5		3	310	Georgia
Illinois		3		362	35	9	493	5	131	13	2	77	32	14	10				4	1	17	3	48	1264	Illinois
Iowa				184		3	157		61	7		54	2		4	3					1		18	494	Iowa
Kansas				166	3		210		47	5		27		4	1						2	1	5	471	Kansas
Maryland	1	10		102	3	4	148		47	9		27	8	2	6	6				2	17		12	404	Maryland
Montana				57		1	87		15	1		12	1		3	2					1		3	183	Montana
N. Hampsh.			1	65		1	51		33	7		2	1		3					2	2		4	172	N. Hampshire
New Mex.				35			34		26			5		1	1						1		2	105	New Mexico
N. Carolina		2		142		9	191		53	5		10	4	3	1	3					12	1	4	440	North Carolina
N. Dakota				75			71		13			25		1							3		3	191	North Dakota
Oregon				42		5	69		29	10		9	1		1	2					3	1	9	181	Oregon
Rhode Isl.		8	5	43		2	56		51	7		7	3	7	15		4			6	7		7	228	Rhode Island
S. Carolina				62		1	78		9	2		2		2	1						3		6	166	So. Carolina
So. Dakota				87	1		38		23	1		29	2		4								3	188	South Dakota
Utah				31			50		17	1		5		2	1						2		5	114	Utah
Virginia		4		195		11	421	7	71	5	3	22	3	7	6	4	2			5	9		10	785	Virginia
Washington				120		8	175	3	50	10		11	2	5	11	1					21		43	460	Washington
Wyoming				26			17		12			14			1						1			71	Wyoming
Dist. of Col.		3		26			35		11	6	2	2	1		3	3			1		6			99	Dist. of Col.
Totals	2	46	12	2229	42	75	3056	16	884	117	13	391	93	73	110	26		2	6	22	144	9	221	7595	Totals

New Automotive Equipment

This department is devoted to the newest development in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

FORCED DRAFT AIR HEATER



The Cleveland Universal Heater fits around the exhaust pipe. Fresh air enters a funnel behind the engine fan, and passes through flexible tubing to the heater body, and thence to the register, which may be installed in the floor or any desired position on the body of the car. The heater is proportioned to fit any exhaust pipe from 1½ to 2¼ inches diameter, making available almost every make. Parts 1, 2, 3 and 4 may be individually rotated to fit the shape of exhaust pipes, an instance being illustrated in Figure 2. A shutter device regulates the amount of hot air admitted to the car, it being said that the capacity of the Cleveland is enough to heat open cars with side curtains up. Prices: Model A, 16 inches long, with black finish register, $7; nickel, $7.50; model B, 21 inches long, black, $8; nickel, $8.50. The Cleveland Brake Company, 3444 East 65th Street, Cleveland, O.

ELECTRIC AUTOMATIC AIR TOWER

This tower has a number of important features including a self-righting balanced hose arm which is bell-mouthed to minimize hose wear; high-grade non-kink, red rubber hose fitted with special Schrader automatic chuck and rubber bumper; illuminable glass globes lettered air and water; bronze-bushed hose-arm yoke bearing; extra long swivel bearing making tower top revolvable; a light behind the dial for illumination at night; automatic inflation stop and bell indicating required pressure has been put into tire; water attachment with eight feet of high-grade red hose; connections in base for water, air and electricity; water trap and air filter in one unit which is installed underground, and a blow-out pipe from this unit running up to the tower base. The entire outfit is finished in bright red. To operate, the knob under the dial is set to the desired inflation pressure and the hose applied to tire-valve stem. Model TW, here shown, with water attachment $130, without same $125; bench, base and cut-in type available at lower prices. The Gladiator Manufacturing Company, Auburn, Ind.

GREASE AND OIL DISPENSER

The air for operating this unit is introduced atop of the lubricant under 100 to 110 pounds pressure, and the discharge nozzle is opened, the lubricant is forced through the meter and out through the nozzle. The meter is mounted at the one hose end and is said to give the weight of lubricant dispensed within the fraction of an ounce. Each unit has two separate nozzles, one for grease and the other for oil, and correspondingly separate tanks. An electrically operated heat unit at the bottom of the tank assures proper operation of the unit in cold weather. Aero Liquid Meter Corporation, 316 Commercial St., Los Angeles, Cal.

HOOKON PEDAL PADS

These pads are made of high-grade rubber and formed with three lugs and self fitting to the pedals. They are formed with a raised end to prevent the heels of women's shoes slipping off. Metal Products Company, Des Moines, Ia.

SHULER FRONT AXLES

Our best salesman is a Sample Shuler Front Axle. He will gladly be sent to interested parties.

SHULER AXLE COMPANY
Incorporated
Louisville, Ky.
Member of Motor Truck Industries, Inc., of America

NASHVILLE'S AUTOMOTIVE EQUIPMENT SHOW ENDS

Nashville, Tenn., July 28.—The Automotive Equipment Show here the past week was a decided success, the exhibits attracting favorable comment.

T. O. Duggan, merchandising director of the National Standard Parts Association, gave a talk on the handling of parts. The show was attended by forty manufacturers and approximately 250 dealers. The following Nashville jobbers sponsored the show: Buford Bros., Keith-Simmons Company, I. J. Cooper Rubber Company, McWhorter-Weaver Company, A. E. Parrish & Co., Automotive Bearing Company and De Ford Auto Equipment Company.

CHICAGO FAIRFAX TAKES PLANT IN DAVENPORT, IA.

Chippewa, Wis., July 28.—The Chicago Fairfax Products Corporation, headed by George R. Haase, has taken over the local factory of the Chippewa-Westco Pump Company of Davenport, Ia. The plant adjoins the tire factory on Wagner Street, and it will be used at once by the Fairfax Corporation to install its adhesive plant which manufactures a full line of rubber cement. Thousands of gallons of this cement have been sold to the Ford Motor Company at Detroit. The adhesive plant will have a capacity in the old pump factory building of 200,000 gallons of cement a year.

TO HANDLE WAHL BRAKE

Columbus, O., July 28 (U. T. P. S.).—The Inventors' Products Company, located at 568 East Broad St., Columbus, O., has been made central Ohio distributor for the Wahl Spring Brake, manufactured by the Wahl Company of Chicago.

AC DISTRIBUTOR

Jacksonville, Fla., July 28.—The Jacksonville Electric Garage Company has just been appointed authorized distributor for the AC speedometer.

Seattle Jobbers Note Improvement In Parts and Accessory Business

By D. M. TREPP

SEATTLE, WASH., July 28.—Gradual improvement in replacement parts and accessory business is reported by all local jobbers and most of the specialty shops. As the tourist season advances, cars are coming into the state in droves, license plates indicating representatives from many states and distant points. Good crops are being harvested in agricultural Washington, while the horticulturist has also had a good year.

This state has as its big industries, in addition to farm and ranch products, fisheries and lumber. The fisherman is now out for the annual halibut and salmon crop and will soon return from points as far north as Alaska. The catch is coming along satisfactorily, and this class looks good for automotive buying this fall.

Some buyers are still waiting for the details of the new Ford, and then new car buying will speed up. This will result in accessory pick-up, as bumpers, spotlights, etc., sell better as new cars sell.

The outstanding development this year has been a marked increase in service parts. Folk are fixing up the old cars more and more, and naturally this means better business for the replacement jobbers.

PISTON SERVICE

Piston Service, Inc., operating stores here, in Tacoma and Everett, through its manager, James Brennen, reports business ahead of a year ago. Art Hoge of Hoge Piston and Ring Company also has a flattering report along this line. This company has stores in Tacoma and Seattle.

BURD RING

Paragon Motor Supply finds parts in active demand. Burd Ring Sales has removed to larger quarters, as the result of gradually increased business. John Baisden, manager, is now the sole owner of this concern.

AHLBERG BEARING

According to E. B. Williamson, while July sales have been a trifle slow for Ahlberg Bearing Company, June was the best month in this state in the history of Ahlberg. This was due, to some extent, to big orders for industrial lines.

OTHER NOTES

Northwest Bearing Company has been doing better business than a year ago, in all lines, and especially with Thompson valves.

Northwest Auto Equipment Company, dealing in accessories exclusively, finds trunk rack and trunk business very good, as motorists are taking to camping out and long trips.

W. M. Hansen, lately back from Chicago, manager of Stewart-Warner Products service station here, is preparing for the fall trade in radio, the new S-W products now arriving.

J. P. Cronin of P. J. Cronin Company finds shop supplies and equipment going nicely, with accessories slightly off. This firm lately added McKay bumpers.

Ballou & Wright are doing increased replacement parts business this month, while there is renewed activity in shop equipment. The trimmer's department, recently added, is getting well under way.

Chanslor & Lyon Company report general business good and all signs point to a big fall. The C & L tire has been active. This firm has just taken Zenith radio for the entire coast.

McAlpin-Schreiner are in their new home at Pine and 12th, with big stocks of wheels, etc. A new line recently added is the Hoo-dye shock absorber.

I. J. White, manager of Simplex Piston Ring Company, the firm recently moving to a new location at 718 East Pike St., reports a big increase in his business over 1926.

The Leading News Vehicle of the Automotive Industry

Automotive Daily News transports your message to business men who read the paper thoroughly.

Get in touch with our nearest office for other facts about complete coverage to the Automotive trade.

Automotive Daily News

H. A. Tarantous, *Adv. Mgr.* 1926 Broadway, New York City

CHICAGO OFFICE
C. H. Shattuck, Mgr.
168 No. Michigan Ave.
Chicago, Ill.

DETROIT OFFICE
Geo. M. Slocum, Mgr.
General Motor Building
Detroit, Mich.

PHILADELPHIA OFFICE
15th & Cherry Sts.
Phila., Pa.

BOSTON OFFICE
Metz B. Hayes, Mgr.
Little Building
Boston, Mass.

PACIFIC COAST
Blanchard, Nichols & Coleman
Am. Nat. Bank Building
San Francisco, Cal.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
350 Hudson St., New York, N. Y.

Circulation—Net paid average 10,000 daily guaranteed.
A. B. C. Membership applied for.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

FRIDAY, JULY 29, 1927

Advertising Headquarters—1926 Broadway, New York, N. Y. **Telephone Trafalgar 4500**
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500; C. H. Shattuck, Western Manager, 168 North Michigan Ave., Chicago, Ill., phone Central 5936; Metz B. Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—350 Hudson St., New York, N. Y.
Telephone Canal 1000
Alexander Johnston, Editor; L. E. Levick, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich., phone Empire 3500. Contributing Editor: John C. Wetmore.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, $12.00. Two years, $20.00.
Single copies, 10 cents.
Foreign subscriptions: One year, $15.00. Two years, $25.00.
Mail subscriptions to 1926 Broadway, New York, N. Y.

Copyright, 1927, Automotive Daily News Publishing Corporation.

Model T Parts Business Stable

WHEN Henry Ford made his recent announcement that a new line was to supplant the time honored Model T, there was something resembling a panic among manufacturers of parts and equipment designed for use on the present Ford model. At that time the Automotive Daily News published an editorial pointing out that with the number of Model T's in service it would take years to eliminate the demand for replacements of this particular model. We pointed out that this situation gave manufacturers a long period for readjustment.

In a recent issue of this paper, M. D. Graham, manager of the service parts division of the Automotive Equipment Association, carefully analyzed for our readers the present situation in this field.

Mr. Graham finds that there are more than 11,000,000 Model T passenger cars and trucks now in service, but to be conservative he bases his statements on a total of 10,000,000 cars. Figuring on the past ratio of retirement of Model T's there will be 9,000,000 of this model in service May 1, 1928. The beginning of the year 1929 will still show 8,000,000 on the roads. By July 1, 1929, there will be 7,000,000 Model T's still running. At the beginning of 1930 the number remaining in service will be 6,000,000, which will be more than the total in use at the end of 1922, which was a banner year in the industry. By January 1, 1931, there will still be 4,000,000 of the old Ford model demanding replacements.

From all of this it is perfectly apparent that during the next three or four years there is going to be a lot of business done and a lot of money made in making and selling parts and accessories for the Model T Ford. The manufacturer who gets faint-hearted with at least three years of good business ahead, had better sell out, buy an annuity and retire to some quiet spot, the more secluded the better for his jumping nerves. The truth is that Ford equipment manufacturers ought to be putting in the best licks of their lives right at the present moment.

And another matter to remember is that as the Model T's now in service increase in age and mileage, they are going to need an increased ratio of replacement service. In other words, the need of the individual car for more replacements is going to result in heavier demands on the manufacturers as time goes on. Let's go to work.

Fighting t he Gas Tax

ENTHUSIASTIC legislators who have seen the gasoline tax as the end of all their dreams of easy ways of raising money, must be a trifle thoughtful these days. The Illinois Legislature recently imposed a 2-cent fuel tax. The Chicago Automobile Club immediately started a fight on the measure, endeavoring to have it declared unconstitutional.

The Michigan solons at the 1927 session of the State Legislature imposed a levy of 3 cents per gallon on motor fuel. Now the Detroit Automobile Club has sponsored a move for referring the tax measure to the people of the state under a referendum. The state attorney general has instructed the secretary of state to refuse to receive petitions praying for a referendum. The Detroit club says that if he does so, mandamus proceedings will be brought and the matter will be carried to the highest state court.

The day when automotive interests and owners sat supinely under any fuel tax the state legislators chose to impose has passed. From now on fuel tax advocates may expect a fight. If automotive industrials and owners will stand together behind this resistance to mulcting them under guise of a fuel tax, they can prevent the imposition of further burdens along this line. We have accepted fuel taxation too long and too casually—now let's fight.

Automobile Show Promoters Convene

Chicago, July 28.—Working shop equipment exhibits for next year's regional shows was one of the important subjects for discussion at the annual convention of the Association of Automobile Showmen, which convened today for a two-day meeting at the Drake Hotel.

More than thirty members of the association from all parts of the country are in attendance. Principal speakers on the convention program include Floyd A. Allen, General Motors Corporation, Detroit; C. A. Vane, general manager of the National Automobile Dealers' Association, Chicago; A. B. Waugh, commissioner of the Omaha, Neb., Automobile Dealers' Association, and R. W. Proctor of Baltimore.

Co-operative automobile junk yards will receive the attention of the convention, as will the Windsor used-car plan.

DU PONT NET RISES

New York, July 28.—The report of E. I. du Pont de Nemours & Co. for six months ended June 30, 1927, shows consolidated net income of $23,834,209 after interest, Federal taxes, etc., equivalent after debenture dividends, to $8.05 a share, earned on 2,661,658 shares of no par common stock. This compares with $21,757,313, or $7.26 a share, on common, figured on same share basis in first six months of 1926.

Rubber Prices

New York, July 28.—On a generally quiet rubber market yesterday the December delivery, offering attractive possibilities to the speculative element on this side who still believe the restriction act will be altered, commanded most attention on the exchange. After starting at 35 cents it eased off below that level and rallied again to 35.10 cents.

August lost 30 points and the other months closed with minor changes. Sales totaled 254 lots, or 635 tons, against 189 lots the previous day.

RUBBER EXCHANGE OF NEW YORK

	High	Low	Close	Prev. close
August	34.60	34.60	†34.60	34.90
September	34.70	34.70	†34.70	34.80
October	34.80	34.80	†34.80	35.00
December	35.10	34.90	†35.00	35.20
March	35.50	35.30	†35.40	35.60
May	36.00	35.90	†35.90	35.90

Other months closed: November, *34.90; January, †35.20; February, *35.30; April, *35.70; June, *36.10. Spot prices, *34.80.

*Nominal. †Bid.

OUTSIDE CLOSING PRICES

Plantations—	Bid	Asked
Ribbed smoked sheets, spot	35	35¼
July	35	35¼
August	35	35¼
September	35	35¼
October-December	35¼	35½
January-March	36	36¼
First latex crepe	35	35¼
Clean thin brown crepe	31½	32
Specky brown crepe	..	31½
Rolled brown crepe	28¼	28¾
No. 2 amber	..	32½
No. 3 amber	31¾	32
No. 4 amber	..	31½
Paras—		
Up-river, fine, spot	30	30½
do coarse	19¼	19¾
Acera, fine	30½	31
Caucho ball—Upper	20	20½
Island, fine	..	*24
Centrals—		
Esmeralda	19½	20
Central scrap	19½	20
Mexican scrap	..	*17
Guayule, washed and dried	..	28
Balata—Block Ciudad	34¾	35
Panama	31½	32
Surinam sheet	56	57
Amazon, upper	39½	40
Amazon, lower	22½	23

SCRAP RUBBER

Dealers' buying prices, f. o. b.	New York.
Boots and shoes, black	1.15a1.25
Arctics	.50a .75
Inner tubes, mixed	4.00a4.25
Inner tubes, No. 1	6.00a6.25
Inner tubes, No. 2	4.00a4.25
Inner tubes, red	5.25a5.50
Mixed hose, soft	.50a .60
Hose, air brake	1.10a1.20
Tires, standard, black	.75a .85
Tires, standard, mixed	.75a .85
Tires, white, mixed	2.00a2.15

*Nominal.

Classified Advertising

CLASSIFIED RATES

5c word (for daily insertion)

SITUATION WANTED

AUTOMOTIVE EXECUTIVE
Seeks connection with dealer or distributor as general or sales manager. Long experience in practically every phase of industry, including fifteen months as dealer. Would consider connection with manufacturer interested in dealers' viewpoint. Orland, Automotive Daily News, 1926 Broadway, New York City.

GOODRICH NET RISES

Akron, O., July 28. — The B. F. Goodrich Company in preliminary statement for the six months ended June 30, 1927, reports consolidated net income of $5,813,501 after deductions. This compares with net income of $1,368,616 in the first half of 1926. Net sales for the first six months of 1927 were approximately $69,70,000, comparing with $67,690,286 in corresponding period of the previous year.

WHITE MEETING POSTPONED

Cleveland, July 28.—The directors' meeting of the White Motor Company, scheduled for July 29, has been postponed pending the return of Windsor T. White from abroad early in August.

MARTIN-PARRY DIVIDEND

New York, July 28.—The Martin-Parry Corporation has declared its regular dividend of 50 cents on capital stock, payable September 1 to stock of record August 15.

PEERLESS STOCK MAY GO ON $3 DIVIDEND BASIS

Cleveland, July 28.—Interests close to the company report that Edward Ver Linden, president of the Peerless Motor Car Corporation, will recommend the stock be put on a $3 dividend basis at the next directors' meeting, which will be held early in August. Peerless is expected to report net earnings for the first half of the year equal to $1 a share on the outstanding common stock.

Peerless is expected to show a net profit of around $250,000 in the second quarter. July business, representing one of the low months of the year, is satisfactory. Unfilled orders on hand for delivery next month amount to 1,600 cars.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Low	Div.		Sales	High	Low	Close	Net Change
13	7½	....	Ajax Rubber	600	8⅞	8½	8¾	— ⅛
111¾	38	6	Allis-Chalmers	3,600	110	107⅝	109¾	+ 1⅝
22⅜	13	....	Am. Bosch Magneto	800	19⅝	19⅛	19⅛	— ⅜
10	4	....	Am.-La France	700	6½	6	6½	+ ½
36⅜	26	3	Briggs Mfg. Co.	3,200	28⅞	27½	28½	+ ⅞
14	6⅝	....	Chandler Motor	200	7⅛	7⅛	7⅛	+ ⅛
26¼	13	2.50	do pf	400	18¾	18⅝	18⅝	— ⅛
137¼	120½	6	Chicago Pneu. Tool	4,300	135¾	132	135¾	+ 3½
54⅝	38⅛	3	Chrysler Corp.	125,000	55⅜	54⅛	54¼	....
112¼	102⅜	8	do pf	400	111¾	111	111¾	+ ¾
13⅝	10¼	.80	Continental Motors	2,000	11⅞	11⅜	11⅜	— ⅜
27½	16¼	....	Dodge Bros. A	8,900	18⅝	17⅝	17⅝	— ⅞
85	66½	7	Dodge Bros. pf	1,600	70	69¾	70	— ⅛
29¾	24⅛	2	Eaton Axle & Spring	4,900	27¾	26	27¾	+ 1¾
89⅝	62½	6.50	Electric Auto-Lite	9,700	92	89¼	90⅝	+ 1⅛
30⅞	20¼	.80	Federal Motors	200	21¾	21¼	21¼	— ¾
20	14⅞	....	Fisk Rubber	2,400	16⅜	15¾	16¾	+ ¼
58½	29⅛	3.50	Gabriel Snubber	14,500	56⅝	53⅛	53⅞	— ⅛
12¼	6½	....	Gardner Motor	800	11⅛	10¾	10¾	— ½
225	145½	10	General Motors	146,300	227¼	224¾	224⅞	— ⅛
124¼	118½	7	do 7s pf	600	123¾	123½	123½	....
22	14½	....	Glidden Co.	300	15⅞	15⅛	15¾	+ ¼
59	42¾	4	Goodrich Co.	7,600	65	57½	65	+ 7⅞
103½	95	7	do pf	100	100	100	100	....
112	105	8	Goodyear T. & R. pr pf	300	110⅞	110⅞	110⅞	....
88⅞	48¼	3.50	Hudson Motor Car	13,500	87⅛	85⅞	86¾	— ⅜
23⅝	18	1.40	Hupp Motor Car	4,300	18¾	18	18⅝	+ ½
22½	12⅝	....	Jordan Motor Car	1,900	19¼	18¼	18¼	— 1
28⅝	9½	....	Kelly-Springfield	1,500	22¾	22¼	22¼	— ½
76	44	....	do 6s pf	100	66½	66½	66½	— ½
1	⅛	....	Keystone T. & R.	700	⅜	¼	¼	....
11⅞	7	....	Lee Rubber & Tire	1,800	11¾	11	11⅝	+ ⅛
118¾	88⅛	6	Mack Trucks	46,100	104⅝	102½	103½	+ 1⅞
53¼	27	3.25	Marlin Rockwell	3,100	52⅞	51⅞	52	+ ¼
36¾	31	2	Miller Rubber	200	31½	31½	31½	....
12½	6	....	Moon Motors	100	7¼	7¼	7¼	....
38¾	30¼	3.60	Moto Meter A	7,800	30½	26¾	29	— 1¾
27⅞	20¾	2	Motor Wheel Corp.	400	25	25	25	....
45	10	....	Mullins Body	200	41⅝	41	41	+ ½
43	25½	....	Murray Body	700	27	26¾	26¾	+ 1¼
73½	60¼	4.50	Nash Motors	103,900	75	70⅝	74	+ 3½
17¼	11	....	Omnibus Corp.	500	13	12¾	12¾	— ⅜
37½	33¾	2.90	Packard Motor Car	3,900	36	35⅝	35¾	— ⅛
14½	7⅞	....	Paige-Detroit Motor	600	12⅛	11⅞	11⅞	— ⅜
32	20	....	Peerless Motor Car	1,000	25	24½	24⅝	— ⅜
23⅝	12⅞	....	Pierce-Arrow	7,500	13¾	12¼	12⅝	— 1¼
102½	52⅛	8	do pf	5,200	52	49	49¼	— 3½
10¼	4	....	Reynolds Spring	8,900	10	8⅝	8⅝	— ⅝
28⅞	20½	....	Spicer Mfg. Co.	500	25¼	25⅛	25⅛	— ¾
68¾	54¾	6	Stewart-Warner Speed.	2,200	64⅛	63	63	— 1
54½	26⅛	2	Stromberg Carburetor	300	34	34	34	— 1½
57	49	5	Studebaker Co.	8,800	53½	51⅝	52	— 1
116¾	78	5	Timken Roller Bear.	4,600	115⅞	114¾	115¼	— ⅝
67¼	37¼	....	U. S. Rubber	6,600	46½	45	45⅞	— ⅛
58¾	36	4	White Motors	11,200	41¾	39¾	39¾	....
24¾	16	4	Willys-Overland	12,300	18¾	18⅛	18⅛	+ ⅛
99⅝	89½	7	Yellow Truck & Coach	200	97⅞	97¾	97¾	— ¼

NEW YORK CURB MARKET

Sales		High	Low	Last	Net Chge.
1200	Alum Co Am	89	85½	89	+2
100	do pf	102⅛	102⅛	102⅛	+ ⅛
300	Auburn Aut.	101	99	99	—3
100	do wi	100	100	100	..
4000	Bohn Alum.	21½	19⅝	20¾	+1¼
4000	Durant Mot.	10⅞	9¾	10⅜	+ ⅛
70	Ford Canad.	550	545	545	—5
6000	Goodyear	53	51¾	52¾	+1¼
6000	Johns-Man n	83¾	82¼	82¾	+ ½
100	Manst'd war	50	50	50	..
1300	Marmon Mo.	51¼	49½	51¼	+1¾
20	Miller R pf.	100	99¾	100	+1½
1100	Reo Motors.	21⅛	21	21	— ¼
350	Rolls R A pf	90	89½	90	+2½
900	Seiberling R	31¾	30½	31¾	+ ¾
1800	Stutz Motors	13⅝	12¾	13⅝	+ ⅝
100	Timken D A	12⅛	12⅛	12⅛	— ⅜
100	West A S pf	22½	22½	22½	+ ½

CHICAGO

Sales		High	Low	Last
500	Auburn Auto	101	100¼	100½
350	Bendix Corp	52¾	52½	52½
875	Borg & Beck	65¼	65	65
300	Chi Yellow Cab	39	38½	39
1000	Marvel Carburetor	44¾	44⅝	44⅝
50	Reo Motor	21¼	21	21
100	Stewart-Warner	64	64	64
300	Yellow Truck	33⅛	32⅛	32¾

DETROIT

Sales		High	Low	Last
3200	Bohn Alum	20¾	19½	19⅝
100	C G Spring	10	10	10
355	Federal Motor	21⅝	21⅝	21⅝
285	Ford of Canada	550	543	543
100	General Motors	225½	225½	225½
200	Motor Wheel	25¾	25	25¼
350	Packard Motor	36⅜	35⅞	35⅞

CLEVELAND

	Bid	Asked
Firestone	127	139
do 6s pf	107	108
do 7s pf	103	104
Miller Rubber pf	98	100
Y & T pf	107	109

(The above tables show Wednesday's automotive stock movements, complete.)

HOTEL EMPIRE BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

M. P. MURTHA, General Manager.

The NEW fourteen-story fireproof structure containing every modern convenience and "Servidor" service

RATES: Room, private toilet - - $2.50
Single Room with bath 3.50
Double Room with bath - 5.00

The location is unique:

SUBWAY, ELEVATED, STREET CARS, BUSES, ALL AT THE DOOR

Finest parking space in the city

SHOP EQUIPMENT BUYERS' GUIDE

This Man Sells Lubrication Service

By C. P. Shattuck

It was not so long ago that the slogan, "Change the crankcase oil every 500 miles," was developed. Credit for this is, I believe, due to an engineer of a certain prominent oil company and a trade paper man, although many claim to be the father of the idea. Be that as it may, it brought about a change in engine design, a minor one, to be sure, but one that was essential to crankcase lubrication merchandising. It was provision for draining the crankcase without the usual "getting under" and getting a copious bath of old oil.

After a while, the highways became dotted with Free Crankcase Service signs, but, sad to relate, the oil and filling station was the first to realize that the change every 500 miles was a fine idea for selling oil. And the filling stations went after the business and merchandised it. Some went to considerable expense in installing runways, hoists, etc., so that not only could the crankcase be drained but other parts easily reached in the lubrication service.

But it was not until after the filling station demonstrated the value of the lubrication service that the car dealer began to render the service. And many today are supplying this service, but not so many are merchandising it.

There is some difference between supplying a service and selling it. And then again there is the half-hearted selling. It takes real selling to get the owner to come in to the service station and have the various parts lubricated. This is due to the fact that certain parts require lubrication oftener than others, and to the average owner it appears he is constantly having his car lubricated.

But the owner can be sold. There is a Boston dealer who really merchandises the service. He calls it a "Special Lubrication Service," and sells it on the flat rate basis. This dealer issues a very neat folder with thirty-odd lubrications listed, indicates the mileages and the type of lubricant required in case the owner wishes to do his own lubrication.

Now, this card has space for the owner's name, address, car and engine number; date car was delivered and the registration number. There are spaces for the speedometer reading at the time of any lubrication operation.

The folders are sent owners with a special letter explaining and selling the idea that proper lubrication means economical maintenance of the car. The letters are followed up, of course, and the service salesmen sell the lubrication service. Now, when a dealer is able to sell this service in volume it must prove quite conclusively that the car owner can be sold on the idea of patronizing the dealer, not the filling station.

The prices on this lubrication service are quite low—in fact, lower than the filling station prices. But the dealer in question is making a real handsome profit, for there is profit in oil and grease.

But this Boston dealer has cut the cost of any and all lubrication service down to the bone by employing the most modern and efficient lubrication equipment. Whenever a new piece of equipment makes its appearance on the market it is given a test, and if it does the work faster, it replaces the old, which is sold, as there is a market among the subdealers.

The cost of the lubricants is fixed, varying, of course, with the quantity and quality used, but nothing but the best quality should be employed. But the labor cost is flexible, unless a flat rate to the owner and piecework to the mechanic are employed, plus modern lubrication equipment.

Much of the lubrication service supplied by the filling station could be diverted to the car dealer by supplying a better service which the dealer can do, for his mechanics have the advantage of working on one or two makes, which spells speed and efficiency, whereas the filling station handles many makes and not infrequently bases its charges on the old time and material basis.

Another advantage of a merchandised lubrication service is that it keeps the customer coming to the dealer's service station, thus affording opportunity to inspect the car and sell needed service.

KELLOGG COMPRESSORS
Pump more AIR less OIL per H.P.
SPECIFICATIONS
1½ horsepower motor.
80 gallon tank.
8 cubic feet of air.
Self-cleaning check valve.
Patented pump and splash lubricating system.
Honed cylinders.
Air cleaner and muffler.

EM-261-S
KELLOGG MFG. CO.
ROCHESTER, N.Y.

MANLEY
One-Gun Auto Washer
CAT. 601
$295

SPECIAL FEATURES
Vertical Construction
Unusually compact
Perfected control valve and safety valve
Worthington pump
No leather washers
Packing glands easily accessible
Guides absorb side thrust
Pump valves easily accessible
Drop forged crank shaft
Silent chain drive
325 lbs. Pressure
MANLEY MFG. CO. YORK, PA.

Orders Inquiries Can be Secured by MAIL
60 pages Send for FREE Copy

POLK'S REFERENCE BOOK and Mailing List Catalog
Gives counts and prices on over 5,000 different lines of business. No matter what your business, in this book you will find the number of your prospective customers listed.
Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.
Write for Your FREE Copy
R. L. POLK & CO., Detroit, Mich.
Largest City Directory Publishers in the World
Mailing List Compilers—Business Statistics
Producers of Direct Mail Advertising

PARTS BUYERS' GUIDE

Plan for Bigger Turnover

By a Veteran Parts Merchant

The problem paramount in the parts business, or the parts department of the service business, today is quick turnover. The merchant, however much his mercantile existence is dependent on his ability to service the needs of car owners, cannot afford to stock up on items that will take up room for, say, eight or twelve months. Even if the occasional sale and installation of such merchandise is profitable (for the very reason that few business men will make up their mind to carry them, and that, therefore, when they are needed they are sold at any price within the reasonable limit of fairness), these goods are too apt to run up the inventory.

Analyze the market. Divide it into car price ranges of $500 difference up to $2,500, and then in $1,000 ranges. In each class get all the available information about the comparative frequency, on mileage basis, of every type of important repair and replacement job. Then choose your cars or price ranges in which you want to sell service and stock such equipment as will enable you to do it in nineteen out of twenty cases.

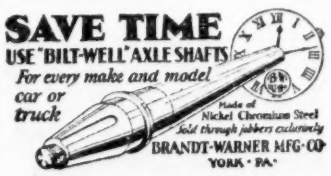
According to various service men whom I know, a surprisingly large fraction of service jobs come in through engine accessories. Axles, clutch, transmission and steering gear, if given the proper care by way of requisite lubrication and periodic tightening-up, call for relatively little replacements, except in cases of accident. On the other hand, the public is not nearly as versed in the care required by the electrical and fuel systems, in which improper tinkering often aggravates a slight trouble and in time requires the installation of a new item. Frequently the car service station proper does not attend to these jobs, but prefers to send the customer to a specialist.

It is therefore desirable for the service man to assure himself of a share of these not infrequent and rather profitable jobs and to stock up in their anticipation. Likewise, he will be able to give better satisfaction, resulting in repeat business and recommendations leading to other orders, by equipping his shop with what testing apparatus may be needed for correctly locating troubles, especially in the electrical line. Every service man, of course, knows the difficulty of getting and holding truly skilled help, but the installation of apparatus for precisely diagnosing troubles helps to overcome this to a large extent.

It is simply the old idea of a stitch in time, which becomes more easily salable from year to year.

BOYLE VALVES
More speed . . . No regrinding
Silent . . . . Easily installed
Write
BOYLE VALVE COMPANY
5817 South Ada St., Chicago

FOR TEN YEARS!
Some of our customers have been buying and selling NIAGARA CONNECTING RODS for Ford and Chevrolet Cars. Building business and making friends.
Write for details.
NIAGARA MOTORS CORPORATION,
Dunkirk, N. Y.

SAVE TIME
USE "BILT-WELL" AXLE SHAFTS
For every make and model car or truck

Made of Nickel Chromium Steel
Sold through jobbers exclusively
BRANDT-WARNER MFG. CO.
YORK · PA.

JOHN C. HOOF & CO.
HOOF-RANDALL
Graphited Valve Guides
Self-Lubricating
Assures smoothness of valve action, and prevents valve sticking under all conditions, by properly lubricating valve stems. Increases car's speed, power, "pep." Rebuilding is more satisfactory when Hoof Randall-Graphited Valve Guides are used.
Standard Equipment on Hudson, Oldsmobile, and other leading cars, trucks, and tractors.
Write for Complete Catalog.
161 No. Franklin St. Chicago

CLIP THIS AND SEND AT ONCE
Tell me how my message on this page will show a profit.
B. CRIGHTON,
Parts Buyers' Guide Dept.,
Automotive Daily News,
1926 Broadway, New York.
NAME .....
ADDRESS .....
STATE .....

OLDSMOBILE ANNOUNCES

NEW SMARTNESS NEW LUXURY NEW COLORS

AT NEW LOWER PRICES

$875

2-DOOR SEDAN BODY BY FISHER

ALL PRICES F.O.B. LANSING

Styled to the minute, faultlessly groomed . . . resplendent in smart new colors . . .the latest Oldsmobile stands for review in our showrooms this week. Be sure to come in! You will thrill to the new modish lines, to the colorful bodies, to interiors that reflect the vogue—rich upholstering, distinguished appointments, surprises in trimming and finish.

New smartness—new luxury . . . new colors—all this in addition to performance and stamina destined to make still more staunch friends for Oldsmobile Six. And Oldsmobile crowns this General Motors achievement with a master stroke of value-giving: these and other added advantages all at the new lower prices—a fine closed car for $875!

NOW ON DISPLAY

OLDSMOBILE SIX

PRODUCT OF GENERAL MOTORS

OLDS MOTOR WORKS, - - - - - - - - - - LANSING, MICH.